If it's Friday, this must be Shanghai on CBS

By Arthur Unger

Illusions die fast on television screens. If the name Shanghai evokes

Television

in you exotic visions of rickshaws, pagodas, and teeming masses of coolies in picturesque forbidden cities — treat yourself to an hour of glorious disillusionment this Friday on CBS (10 to 11 p.m., check local listings). In a news documentary titled "CBS Reports: Shanghai," producer-writer-reporter Irv Drasnin introduces you to modern Shanghai, a city of 11 million inhabitants, the largest city in the world's largest country, the People's Republic of China (PRC).

Visually, it might just as well be Indianapolis.

Shanghai, once known as the "Paris of the Orient," is a thoroughly occidentalized city, architecturally representing the spirit of Western capitalism much more than the mysticism of Eastern philosophy. The British, French, and Americans — hungry for tea and silk in exchange for opium — were responsible for much of the external appearance of Shanghai. And the rather unimaginative camera work on this film didn't help much either — even an excursion to the inner city causes no sighs of wonderment. However, despite a six-man crew and the need for constant "consultations" about every setup, the CBS crew has managed to turn out a fascinating and informative film. Mr. Drasnin says that outside of such things as military installations, there were no official restrictions — only endless negotiation, arrangement, planning.

Ruling out exciting photography of even nonexotic Shanghai, this report concentrates on China's greatest asset — its people. Mr. Drasnin has managed to introduce his camera to city officials, factory workers, students, teachers, revolutionary committees, and even the choreographer of the Shanghai Ballet. He maneuvers you into the home of a "typical" Shanghai family, taking you on a tour of their daily life. There is even an attempt to help you understand the recent Red Guard Cultural Revolution — which, according to Drasnin, is still not understood by millions of Chinese. And there are the faces — constantly watching the camera crew, at once scrutable and inscrutable, full of joyful enthusiasm and intense partisanship. But you may wonder, at moments, where are the dissenters?

According to the producer, there were once 60,000 foreigners living in Shanghai; today there are two. It would have been interesting to meet them. Instead, with the aid of marvelous old film clips, Mr. Drasnin presents an admittedly exotic picture of the degradations of the old city — overflowing with dope, gambling, and prostitution. All now vanished, replaced by hard work, clean living, and an occasional night out at the local tea house.

Last year, Michaelangelo Antonioni, the Italian filmmaker, returned from China with a TV film which the government has since denounced as "socialist anti-Chinese propaganda," designed to destroy the image of the PRC by concentrating on poverty and degradation, not paying enough attention to the progress. I doubt that this new CBS documentary will be criticized in such a way. If anything, it tends to de-emphasize what poverty there is by concentrating on material progress. It falls short where any film with an eight-week shooting schedule must fall short in so vast and complex a country as China — in understanding. But, as Mr. Drasnin says: "We were lucky to see even what we have seen, for who can tell if the government will allow any more such films to be made. Already there are signs of noncooperation. All our film was shipped out to be processed so there was absolutely no interference with the finished product. . . . We have seen a fragment for a moment and that moment may already be gone."

old Michael [illegible] from school for calling

with his clumsy vulnerability which surfaces

TV's Shanghai Gesture

By Patricia Simmons
Star-News Staff Writer

Tonight's TV-trip to Shanghai is worth it, whether you're a China buff, a foreign service expert or just someone intrigued with the city once known as the Paris of the Orient.

The one-hour documentary at 10 p.m. on WTOP-9 offers one of the closest looks at the world's largest city ever seen by an American television audience. Producer Irv Drashin and his CBS team were allowed to stay in Shanghai for two months, something not permitted American newsmen in 25 years.

ANCIENT WAYS and modern problems, pollution and revolution, the past and the present, 800 million people and 1 million bicycles all spell Shanghai, a faraway, forbidden city to the average tourist.

In 1939 it was a wide-open port dominated by 60,000 westerners — merchants, mercenaries and missionaries. Very much a sailor's town — where the unwary could end up after being "shanghaied" or forcibly enlisted in a ship's crew — it was long on opium dens, prostitutes, and gambling.

Today, opium and gambling are outlawed and there's no evidence of prostitutes. Of the 60,000 westerners in Shanghai, the total doing business there today has dropped to exactly six.

Generations have not changed the face of Shanghai so much as its soul. Today's leaders are busy getting rid of anything that is foreign or old, that does not serve "the new China," i.e. the cultural revulution.

Hearing about the mysterious cultural revolution from citizens who experienced it, a former member of the Red Guard or a factory worker recalling the "battle of fists and iron bars" is an eye-opener.

A choreographer and a Shanghai Ballet sequence illustrate how Mao Tse-tung uses the arts to teach ideology. Contemporary Chinese ballet has its own militant role. Meanwhile, Beethoven and Confucious have fallen to dishonor.

In an unprecedented meet-the-TV-press interview with Shanghai's Revolutionary Committee, economic planner Feng Kuo-chu explains that the most important task of government is "to educate the people."

IN TODAY'S CHINA the family no longer comes first, but the state. It tells the teeming millions not just how they will live, but what they will think.

No one may change his residence or even his job without permission. Yet for the first time a working man may retire and a peasant's child is able to receive an education. On their day off — another revolution innovation — workers, and even women, may go to the teahouse.

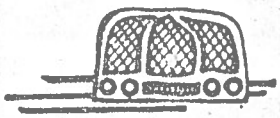
There is no energy crisis in Shanghai. Machines have not yet replaced man as the greatest natural resource. There are no youth on dope. There is no inflation. No income tax. No unemployment. No TV and no credit cards. Wages and prices are fixed by the government.

There are some newly built suburbs. Nearby are newly-built bomb shelters and more bomb shelters are being built. There is a large army. Children are called "little red soldiers."

Probably, more than anything, life in Shanghai is organized. You see the populace divided into district committees, divided into street committees, divided into lane committees, divided into smaller committees of residents. Most homes have a cold water tap and no other plumbing. Everyone works. Everyone reads Marx, Lenin and Mao.

"Naturally, the people have hobbies, everyday problems, families, marriage and, well, make love. But we urge that personal considerations be put last in the order of state, collective and individual." The spaker is Hsu Ching-hsien, a member of Shanghai's Revolutionary Committee.

RADIO REVISITED



The FBI in Peace & War
tonight at eight
weta
radio/fm 90.9

AD CONTRIBUTED BY
RICHARD A. VIGUERIE CO., INC.

FRIDAY, SATURDAY & SUNDAY
700 CLUB
TELETHON
A GREAT EXPERIENCE IN

WASHINGTON STAR-NEWS
MARCH 8, 1974

On the Air

BOB WILLIAMS

Recommended viewing tonight at 10 on CBS is "Shanghai," a CBS report on the biggest city in Mao's China, if not the world. No longer is it infested with Western opium merchants, thousands of prostitutes, wide open crime and underworld wheeling and dealing.

Producer-reporter Irv Drasnin spent a couple of months in Shanghai last year putting his report together and he found a throughly organized city amid the Communist revolution in China. The hour-long program is scenic, with plaudits for camera work of Greg Cooke. There are interviews with honest Shanghai officials who conceded that there's still some crime in the old cesspool and suggested that it's a good idea to keep a hand on one's pocketbook. From some 60,000 foreigners who lived and did business in Shanghai, the number now has dwindled to a half dozen.

* * *

The coolie has disappeared. The well-regulated workers now have six-day weeks, pensions, medical care and "virtually" free education, without unemployment or income taxes or cars or washing machines, air-conditioners, freezers, or TV sets or mortgages or credit cards or much privacy amid the array of street and neighborhood organizations. And if you want to change jobs, you ask the government. You can't even read what you choose. And culture is politically spirited.

Drasnin doesn't say so, but it could be the most ordered society in history and yet it would have to be a better society for China than during the eras of the feudal rulers and the ghastly poverty of the millions, exploited by foreign merchants. Drasnin calls his program a "fragment" of history. It would have to be, considering the age of eternal China, but an interesting one, the way we read it.

You'll have to make your pick tonight at 9 on CBS as to whether you watch Hollywood sex pot Raquel Welch in another TV special. She sings songs and moves around with considerable scenery, but it has to be up to you whether she sings well, moves well or even speaks her lines well. The other night, when she was plugging the show in vain on NBC's Tonight, she was hardly impressive. But she's made it big as a Hollywood movie sex-symbol in less than prize-winning endeavors as an actress. She hopefully isn't the Hollywood end of movie beauts. But who knows nowadays? They're all wearing pants.

* * *

It's "Women's Day" today on WNYC-AM, all the way through 11 p.m. You won't hear a male voice, says manager Dick Pyatt.

* * *

NBC President Julian Goodman has placed a proposal before a Congressional committee for legislation under which a President of the U. S. would be required to appear periodically and answer questions before Congress about his policies and activities. Goodman also urged, before the Joint Committee on Congressional Operations, that TV be permitted camera access to Senate and House sessions.

* * *

CBS last night played the pilot films of four prospective family comedy series—and it was three-quarters monotony as we listened and looked restively. The one interesting possibility was We'll Get By, starring Paul Scrivino and Mitz Hoag as a middle-income couple trying to grapple with their sophisticated kids. Alan Alda (of M*A*S*H) wrote the witty script and Marc Merson produced the piece. Director Jay Sandrich kept the kids (Jerry House, Wilie Aemes and Devon Scott) in tow. They were reealistic. Too many professional TV acting kids give you indigestion . . .

* * *

Lucille Ball, who's all over the homescreen plugging her "Mame" film amid some excellent reviews, was nothing but straight-forward last night during her 90-minute interview with Dick Cavett on ABC. On Women's Lib: "I've been liberated beyond endurance. I like someone to lean on, myself." On son Desi Arnaz Jr.'s "heartbreak" split with Liza Minnelli: "I, too, love Liza, but you can't domesticate Liza." Did she tell Desi Jr. that? "Yes, I did," she said. No mother could have been more candid, in so very few words.

'CBS Reports' Takes Look At Shanghai

New York (Special) — The merchants, the missionaries, the soldiers of fortune — they all came to Shanghai. And, anything Westerners knew, or thought they knew, about China, was the mystique of Shanghai. CBS News will examine this city, the world's largest, on CBS Reports: "Shanghai" 10 P.M. March 8.

"This broadcast," says Irv Drasnin, the writer-producer-reporter, "might best be described as 24 days in the life of a city and 24 years in the life of a revolution."

Last summer, Drasnin and his production staff spent three months in China—two of those in Shanghai. Their stay, the longest for any American news team permitted into Shanghai since the cultural revolution, produced a portrait of the biggest city in the biggest country in the world, and a picture of Chinest life that most Americans have never seen before.

Cultural Revolution

Significantly, the cultural revolution, that war of words over basic foreign and domestic policies, permeates the fiber of Shanghai, and is therefore a focal point in this broadcast.

In addition, an interview with three high government officials in Shanghai results in candid comments about crime, housing and pollution, and a week of filming in Shanghai's inner city produces perhaps the most intimate look at Chinese urban family life ever seen by Westerners.

RE-UPHOLSTER
Custom Quality Work
35 Years Experience
Guaranteed 2 Week Delivery
Lowest Possible Prices
Call 764-2411 or 484-6819
Today or Antyime Til 10 P.M.
For Decorator Appt.
FREE ESTIMATES
MORTON UPHOLSTERY
4305 Kenshaw Ave.

KRESGE'S
WED. - THURS. - FRI. - SAT. ONLY
DOORBUSTER SALE

On TV

12.00 2 9 16 43 The Young and the Restless.
11 4 8 Jackpot!
13 Password.
45 Gomer Pyle, U.S.M.C.
5 Panorama.
7 News; Sports.
20 The Beverly Hillbillies.
26 Lilias.

12.30 2 9 16 43 Search for Tomorrow.
11 4 All-Star Battle.
13 7 Split Second.
45 Ozzie and Harriet.
8 News; Sports.
20 Big Money Movie.
26 Antiques VIII.

12.55 11 4 NBC News.

1.00 2 Woman's Angle.
11 The Beverly Hillbillies.
13 News; Sports.
45 One O'Clock Movie. "The Scarf." (1951.) Mercedes McCambridge.
4 The Dating Game.
7 16 All My Children.
8 What's My Line?
9 News; Sport
26 The Electric
43 Not for Wor

1.30 2 9 16 43 As Turns.
11 Dick Van D
13 7 ABC Aft Play Break.
SPECIAL "Miss Love You." Dr teacher whose mostly terminal hospital pediatri ty Duke, John A
4 8 Three on
26 Classroom T

2.00 2 9 16 43 The Light.
11 4 8 Days of
5 2 O'Clock Mo
20 The Beverly

2.30 2 9 16 43 The of Night.
11 4 8 The Do
45 Captain Chesa
20 Bozo.

3.00 2 9 16 43 The Is Right.

6.00 2 News; Sports.
11 Duckpins and Dollars.
13 ABC News.
45 Gilligan's Island.
57 28 Fundamentals of Biology.
4 News; Sports.
5 Dick Van Dyke Show.
7 News; Sports.
8 News; Sports.
20 Bewitched.
26 Sesame Street.
43 Bonanza.

6.30 2 16 CBS News.
11 4 8 NBC News.
5 News; Sports.
45 The Munsters.
7 Truth or Conse
8 Hogan's Heroe
9 Orson Welles'
Mysteries.
16 Let's Make a D
20 Hogan's Heroe
26 Martin Agronsk
Evening Edition.
43 The Price Is Rig

5.00 2 9 16 43 Sonny and Cher Comedy
11 4 8 The Worl of Liberace.
13 The Cowboys.
5 To Tell the Truth
57 28 Washingt
Connection

The Black American March 1-7, 1974

...atures the
...k News'
...ring the
...tions, in
...y speaks
...wly-born
...here is
...ut, there
..." He is
...feelings
...ment (a
...ip of
...s who,
...labor
...s and
...t Gairy
...ll as the
...vement
...p. (A
...lawyer,
...ember,
...police
...tually
...o his
...f the
...laims,
...ing to
...done
...mber
...sion,
...which
...p by
...very
...and
...l by
...cites
...aims
...are
...ews
...is
...his
...are
...on,
...e,"
...are

OR RIGHT ON?" TUESDAY, MARCH 5, AT 9:00 P.M.

(Ossie Davis, Ron O'Neal, Tamara Dobson, Vincent Canby, Discuss Blaxploitation Movies and Answer Questions Phoned in by Local Viewers.)

The upsurge in the number of Black movies has ushered in the problem of "Blaxploitation," the moral, sociological, and financial exploitation of Black movie-going audiences through low-grade films that depict Blacks as drug pushers, pimps, blood-sucking vampires, and grenade-throwing Harlem mobsters.

WNET/13's BLACK JOURNAL examines the "Blaxploitation" question on "Black Films: Rip Off or Right On?" airing nationally over the Public Broadcasting Service Ch. 13—on Tuesday, March 5 at 9:00 p.m.

Continuing the new two-way communications format that features telephone conversations between the home viewing audience and studio guests, celebrities Ossie Davis, Ron O'Neal, star of the "Superfly" movies, Tamara Dobson, star of "Cleopatra Jones," and Vincent Canby, film critic for the New York Times, answer questions phoned in during taping by local viewers, in this case New York.

Tony Brown, executive producer of BLACK JOURNAL for the last three seasons, will host this program which will also include clips of movies starring the guests. Mr. Brown, who is a member of the "Coalition Against Blaxploitation," a nationwide organization of Blacks who are urging the movie industry to offer more relevant Black films and more employment for Blacks, feels that many "Blaxploitation" films act as social trend setters among inexperienced youth. The result is many young Blacks imitate the mannerisms of the dope-dealing, pimp heroes they see on the screen.

Ron O'Neal, star of "Superfly" (a movie abouta cocain dealer who escapes the ghetto by pulling off one last big deal) agrees that Black youth are probably more impressionable in regard to film

he argues that B... entitled to have Black... are outlaws as whites we... they flocked to see Robin... Cagney, and Bogart in the '30's. Besides, he points out, who is to say what a positive Black hero should represent. "A Black militant might feel that any Black who battles against the forces of law and order in a white racist society is a constructive, positive hero."

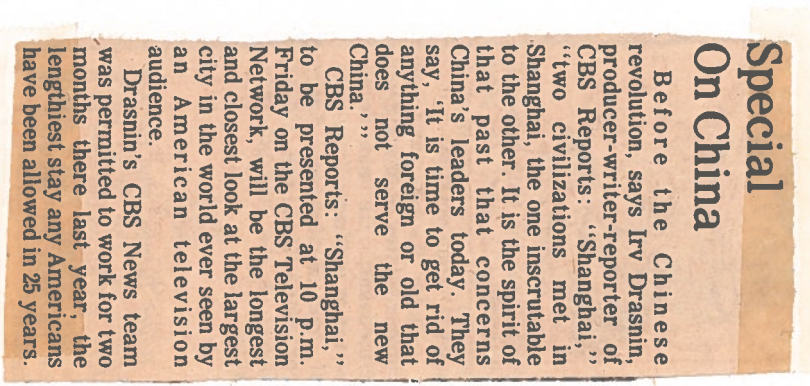
Ossie Davis sees nothing wrong with "Superfly" or "Shaft" provided they were shown in a context where there were other films touching all aspects of the Black experience. But "we're not in control of the medium in which we do our thing" so it's difficult to develop a wider, more balanced film experience for Blacks. "What we really need now for the liberation of Black film is more Black producers."

BLACK JOURNAL is a production of WNET/13, transmitted nationally by the Public Broadcasting Service. Executive producer: Tony Brown.

The early shift leaves the Shanghai Diesel Engine Plant, at 3:00 PM, bicycling past Chairman Mao quota tions by the gate, reading (left) "Unite to win still greater victories" and (right) "Grasp revolution, promote work and preparedness against war." The poster (center) says, "The people of the whole world will surely win." Politics and lifestyle in China examined in CBS REPORTS: "Shanghai," *Friday, March 8*, 10 PM.

Johnstown Tribune Democrat
Saturday, March 2, 1974

(of which Arlene's uncle just happens to be the Managing Editor



Special On China

Before the Chinese revolution, says Irv Drasnin, producer-writer-reporter of CBS Reports: "Shanghai," "two civilizations met in Shanghai, the one inscrutable to the other. It is the spirit of that past that concerns China's leaders today. They say, 'It is time to get rid of anything foreign or old that does not serve the new China.'"

CBS Reports: "Shanghai," to be presented at 10 p.m. Friday on the CBS Television Network, will be the longest and closest look at the largest city in the world ever seen by an American television audience.

Drasnin's CBS News team was permitted to work for two months there last year, the lengthiest stay any Americans have been allowed in 25 years.

TV: Battle Behind News

Mike Wallace to Examine Ratings 'War' and Stations' Strategy on Sunday

By JOHN J. O'CONNOR

Tonight the Columbia Broadcasting System has two "special" hours on tap: "Really, Raquel," an "identity trip" with Raquel Welch, at 9 o'clock; and "Shanghai," a C.B.S.-Reports portrait of that city, at 10 o'clock. Before touching on either, however, I direct your attention to a segment on this Sunday's edition of "60 Minutes" that is considerably more special.

Mike Wallace, taking note on C.B.S. of the local-news rating wars being waged among urban television stations, considers the question, "How far do you go to attract an audience?" The answer, judging from some of the evidence already compiled: far enough to demand serious scrutiny.

News, especially local news, has experienced a dramatic turnabout in the last several years, going from a public service, something of a "loss leader," to a highly salable commodity with marketable "personalities." As Mr. Wallace says, it's an axiom in the trade that if a station leads in news ratings, "it leads the pack over-all."

●

In New York, the shake-up began a few years ago as News" and its "happy talk" formula rose to the top of the list. The 6 o'clock hour on Channel 2 later loosened up enough to stay competitive, but Channel 4 stuck to a more traditional format and was demolished. Channel 4 is currently doing a complete revamping in preparation for a daily two-hour April or early May. And the 11 o'clock half-hour on Channel 2 has converted to a "newsroom" or "action news" image.

The "60 Minutes" segment, produced by Harry Moses, goes to San Francisco to examine what it sees as the newest— and perhaps inevitable — development — "tabloid news." For documentation, a journalism class at the University of California at Berkeley was recruited to tape and monitor all news programs produced during the week of Jan. 21 by the affiliates of the three networks: KGO (A.B.C), KPIX (C.B.S.) and KRON N.B.C.)

The centerpiece of the tabloid school turned out to be KGO, with 55 per cent of its news content devoted to fire, crime, sex, accidents, tearjerkers and exorcism stories. After revising its more traditional format three years ago, KGO went from a poor third in the ratings to leader and now reports it has more viewers than its two competitors combined. Mr. Wallace says that a KGO 30-second commercial brings in $900, adding up to millions of dollars a year. Its two competitors command about one-third as much.

The KGO news staff is advertised on TV commercials on horseback as "The Four Horsemen." Mr. Wallace confronts the general manager of the station with the fact that one typical edition of the news contained 58 seconds of national news and no foreign news but numerous items on nudity and other sex tidbits. Representative reaction: "Isn't fire, crime and sex news?"

Over at KPIX, the C.B.S. affiliate, the recently arrived news director agrees with Mr. Wallace that KGO is offering tabloid journalism. Then, in typical devastating fashion, Mr. Wallace discloses that the monitoring survey showed KPIX with a 49 per cent tabloid content.

●

Getting understandably testy, the news director argues that "you don't save souls in an empty church" but concedes he would prefer to do local news "very similar to what C.B.S. News is doing nationally." He is "absolutely convinced," however, that no one would watch it.

Over at KRON, Mr. Wallace finds the "most traditional, probably most informative, perhaps the least entertaining" of the three news programs. It is also the least watched. Its executives seem adamant: "We are not going to bastardize our news for the ratings."

Two years ago, in casual conversation, Walter Cronkite observed that ratings can be important but must not become too important. The obvious and easy snare, he warned, would be tabloid journalism. Fueled by the huckstering of independent "consultants," the race for showbusiness and sensationalism and ratings is turning ominous. "60 Minutes" is on Sunday at 6 P.M.

●

As for Raquel Welch this evening, she uses a modest singing voice and some elementary choreography in an attempt to prove that she is more than what Rona Barrett, the gossip columnist, refers to as "the two and only." She fails. She slinks, she purrs, she bumps, she grinds, but it all comes out looking like a bad imitation of Rita Hayworth in "Cover Girl." The Sid and Marty Kroftt puppets are attractive, Joe Layton's "conception" is energetic, but the act still can't get beyond the two and only.

"Shanghai" is late in the run of news specials on China but Irv Drasnin, the producer-reporter-narrator-writer, does have something extra to offer. The documentary, filmed during two months last summer, is described as "the longest stay any American observer has been permitted in this city."

The result is a valuable study in unusual depth, including rare interviews with government officials on several levels. The present and past of the city are expertly intermingled to illustrate key aspects of the revolution. Greg Cooke, the camerman, can share a good deal of the credit with Mr. Drasnin.

Te

Morning

6:15 (7)News
6:20 (2)News
6:27 (5)Friends
6:30 (2)Sunrise Semester
(4)Memorandum
(5)Your Future Is New
(7)Listen and Learn
7:00 (2)News: Hugh Rudd
(4)Today: Frank McGee, Barbara Walters
(5)Cartoons
(7)A.M. New York: "Should Judges Be Elected or Appointed?"
(11)News
7:30 (5)Cartoons
(9)News
(11)Little Rascals
7:45 (13)Janaki
8:00 (2)Captain Kangaroo
(5)Cartoons
(9)Garner Ted Armstrong
(11)Cartoons
(13)School TV Service
8:30 (5)Flying Nun
(9)Joe Franklin
(11)Living Easy
(67)Cartoons
9:00 (2)Farmer's Daughter
(4)Not For Women Only: Barbara Walters
(5)Hazel
(7)●MOVIE: "O Henry's Full House" (1952). Marilyn Monroe, Dale Robertson, Richard Widmark. Nice job
(11)Black Pride
(13,21)Sesame Street
(50)School TV Service
(67)Romper Room
9:30 (2)Pat Collins Show
(4)Truth or Consequences
(5)Green Acres
(9)Journey to Adventure
(11)Pulpit and People
(67)Phil Donahue
10:00 (2)Joker's Wild
(4)Dinah's Place
(5)Andy Griffith
(9)Romper Room
(11)Movie: "Henry Aldrich, Editor" 1942). Jimmy Lydon, Charlie Smith, John Litel, Olive Blakeney, Rita Oringley. Adolescence squeaks
(21)Electric Company
10:30 (2)$10,000 Pyramid
(4)Jeopardy
(5)I Love Lucy
(21)Inside/Out
(67)Trim and Slim
11:00 (2)Gambit
(4)Wizard of Odds
(5)That Girl
(7)Gomer Pyle
(9)Straight Talk
(21)Sesame Street
(67)Chef Nicola
11:30 (2)Love of Life
(4)Hollywood Squares
(5)Midday Live: State Assembly Speaker Perry Duryea
(7)Brady Bunch
(11)Abbott and Costello
(67)Paul Dixon
11:55 (2)News

Afternoon

12:00 (2)The Young and the Restless
(4)Jackpot
(7)Password
(9)Lucy Show
(11)New Zoo Revue
(21)Electric Company
(31)Religious America
(67)Nassau/Suffolk Woman
12:30 (2)Search for Tomorrow
(4)All-Star Baffle
(7)Split Second
(9)Beverly Hillbillies
(11)Magic Garden
(13)Zoom
(21)Mr. Rogers
(31)Woman
12:55 (4)News
1:00 (2)What's My Line?
(4)Concentration
(5)Movie: "They Who Dare" (1937), Dirk Bogarde, Akim Tamiroff. Well-done World War II story
(7)All My Children
(9)Movie: "Mr. Moto Takes a Vacation" (1939). Peter Lorre, Lionel Atwill, Joseph Schildkraut, Virginia Field. A stolen an-